



Community Workshop

January 25-27, 2007



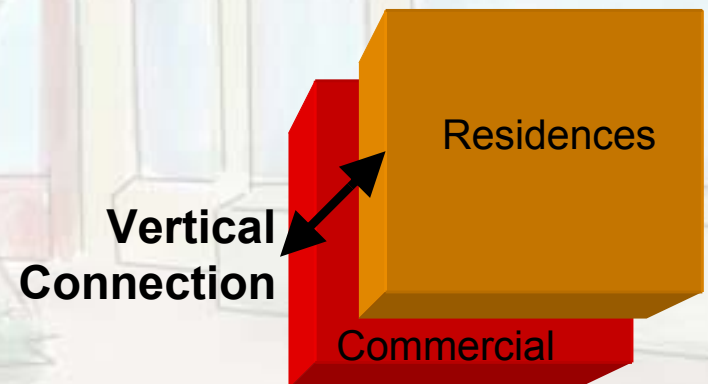
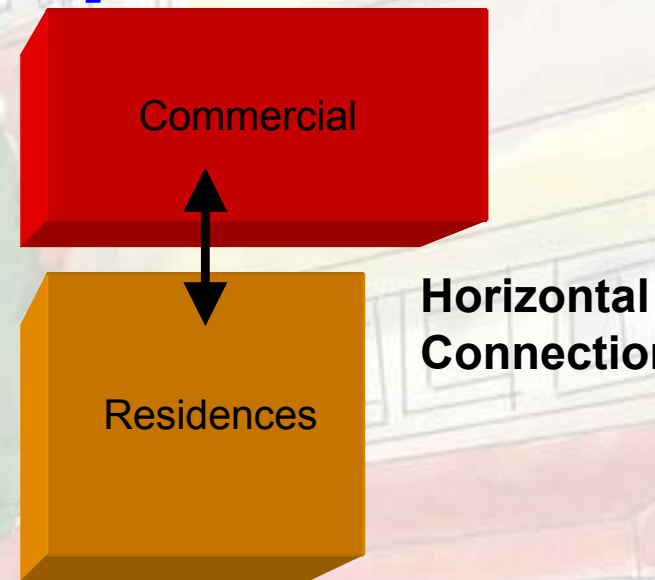
Ackerman & Co.



What is Mixed Use Development?

Mixed use development includes different kinds of retail and office uses along with residences in the same location.

Mixed uses may be within the same building or within adjacent buildings that are part of the same overall developments.



Austell Road Corridor LCI

Benefits:

- ✓ Increases convenience
- ✓ Provides alternatives to car trips
- ✓ More efficient use of land
- ✓ More efficient use of public infrastructure
- ✓ Reduced traffic demand



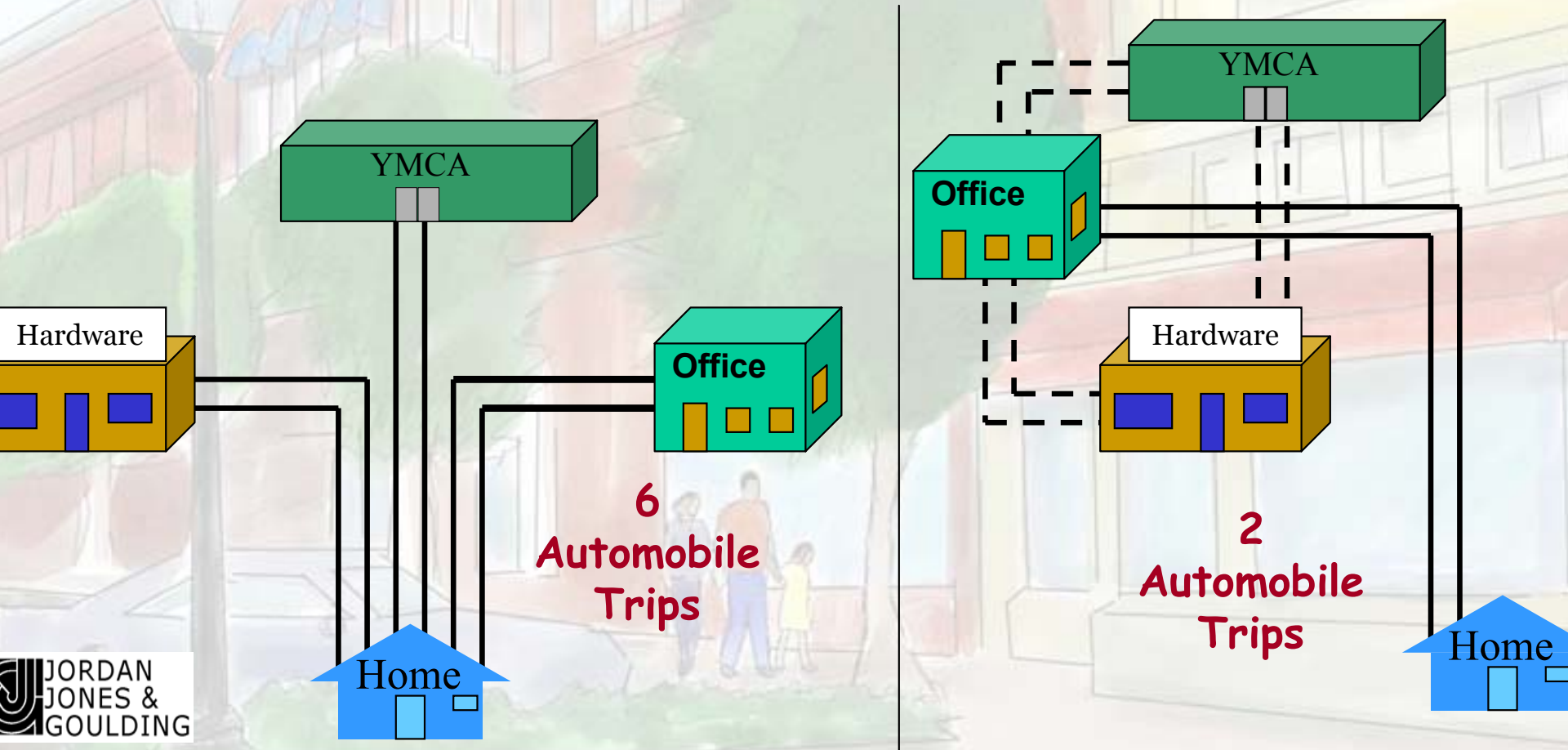
Austell Road Corridor LCI

Mixed-use development brings people **closer to the things they need** on a day-to-day basis



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Mixed Use Development Reduces Trips



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Many Forms of Mixed Use

Neighborhood Commercial

Main Street Residential/Commercial

Urban Residential/Commercial

Office Convenience

Office/Residential

Shopping Mall Conversion

Retail District Retrofit

Live/Work

Studio/Light Industrial

Hotel/Residence

Structured Parking w/Retail

Single Family Residential w/Convenience Retail

Village Center













THE PRINCETON BUILDING

The Princeton Cafe

The Princeton Cafe















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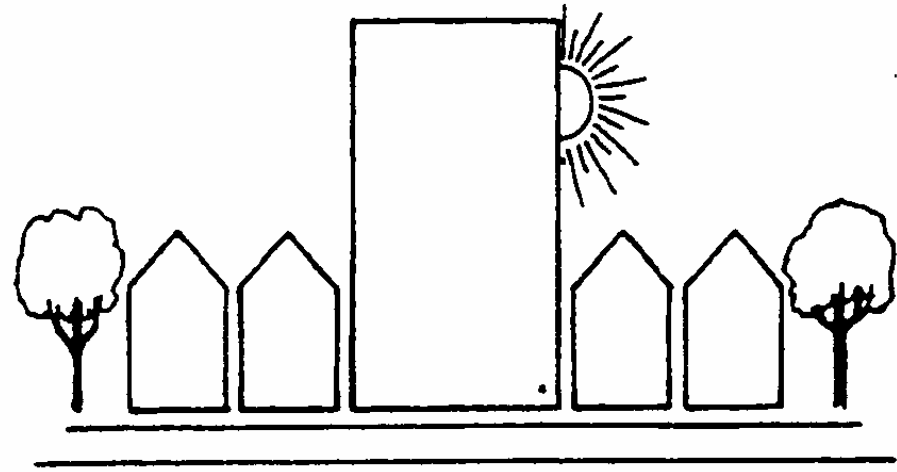
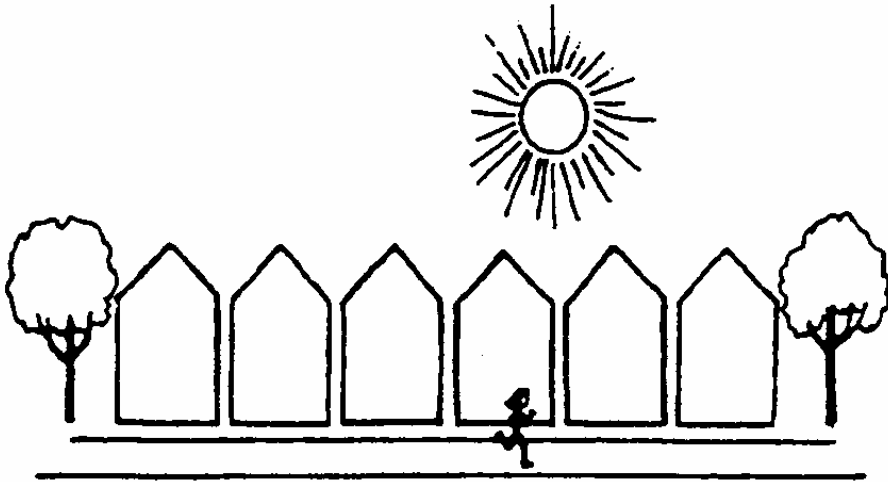
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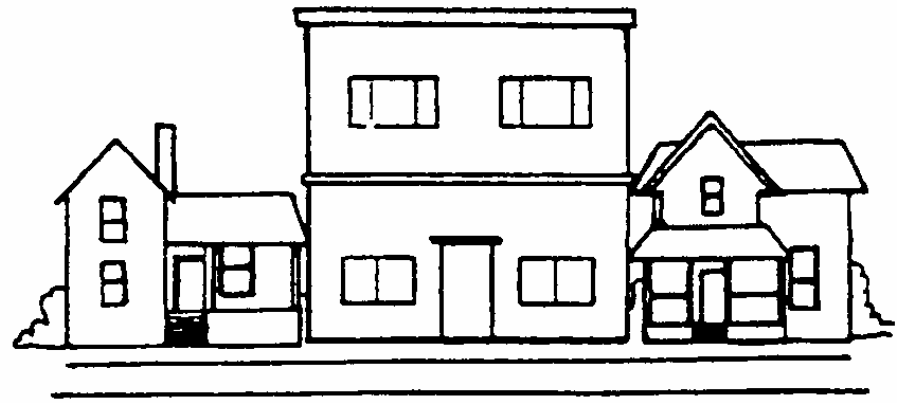
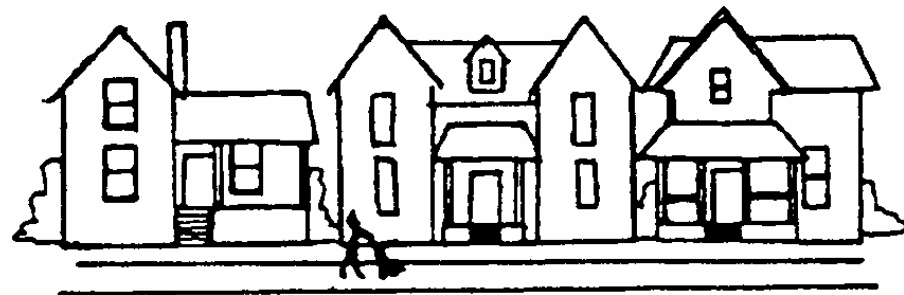


Challenge: Fitting In

HEIGHT



SCALE



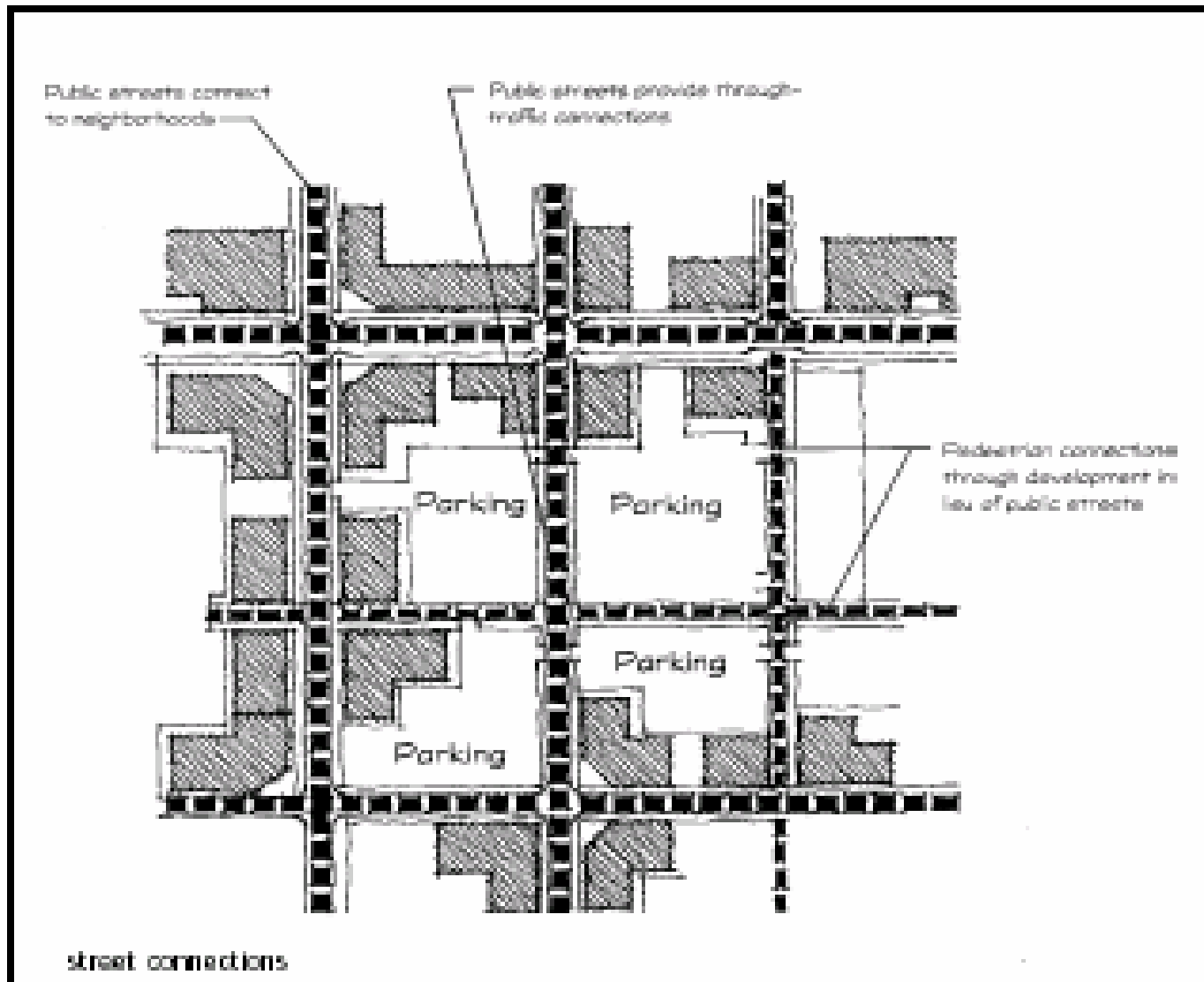
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Uses, Proportions, Integration



Austell Road Corridor LCI

Connectivity for Mixed Use



The slide features a blue header with the title 'Austell Road Corridor LCI' in white. Below the header is a horizontal band with a faded illustration of a red brick building with arched windows. The main body of the slide is light gray and contains a checklist of eight items, each preceded by a square checkbox. At the bottom, there is a faded illustration of green trees and a sidewalk.

Austell Road Corridor LCI

A Checklist for Mixed-Use Planning

- ☐ Are the uses **complementary**?
- ☐ Are the uses **linked** by sidewalks or paved paths?
- ☐ Are they within **convenient walking distance** of each other?
- ☐ Are the walking routes **short** and **direct**?
- ☐ Do the **buildings** themselves **fit in** and complement each other?
- ☐ Do the uses create **activity at different times of the day**?
- ☐ Is **parking kept out** of the pedestrian's path of travel?
- ☐ Do the uses support each other **economically**?



Activity Center Parking Strategies

Austell Rd. Corridor LCI Project

January 25, 2007

Austell Road Corridor LCI

Does Your Activity Center look like this?



Activity Center Parking

- Who Is Responsible For Providing Parking?**
- Where Should It Be?**
- How Much Do We Need Now?**
- In The Future?**

Activity Center Parking

Who Is Responsible For Providing Parking?

- Private Property Owners
- Public Agencies



Public Role in Parking

Capital Improvements

Funding Public Parking

Regulatory and Zoning Control

Setting Development Requirements

Quantity

Location

Function/Aesthetics

Activity Center Parking

Where Should It Be?



An aerial photograph of a city street, likely Austell Road, with a blue semi-transparent overlay at the top. The street is lined with buildings and trees. In the top left corner, there is a small inset image showing a person walking on a sidewalk.

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Parking Proximity

Maximum Walk Distances

600 to 700 Feet

Impediments to Walking

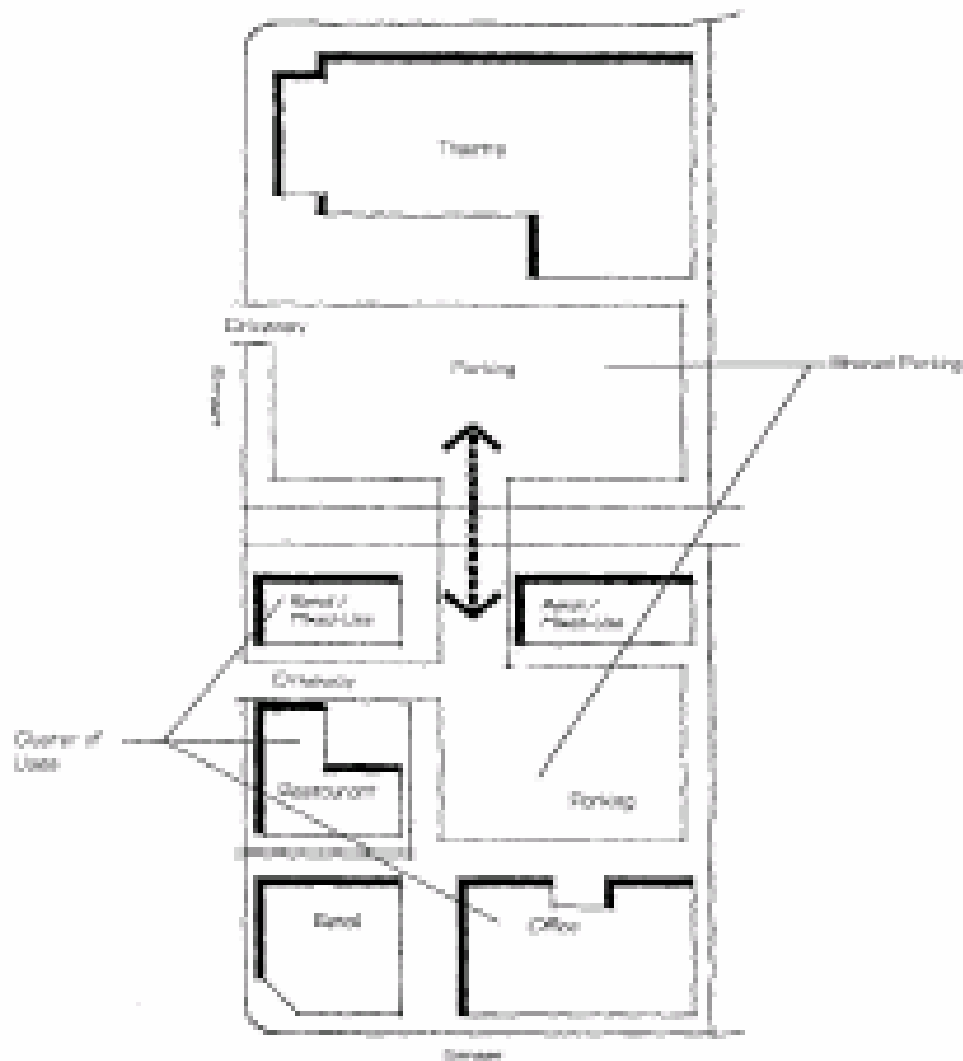
Busy Streets

Open Space

Blank Walls

Big Surface Parking lots

Austell Road Corridor LCI



Compact development with shared parking.

Activity Center Parking

How Much Do We Need ?



Sources of Parking Demand

- Residences
- Commercial retail and services
- Restaurants
- Office/employment
- Community Facilities

Typical Parking Demand

	Minimum	Maximum
Residential (MF)	1.5 / unit	2
Office	2.5/1000 sf	4
Retail (General)	4/ 1000 sf	5
Commercial Services	3/ 1000 sf	5
Restaurant/Entertainment	12/ 1000 sf	18

Parking Design Factors

- Large Generators Tend to Have Excess Parking
- Dense areas encourage walking and need less parking
- Mixed Use Development Creates Shared Parking Opportunities
- Availability of Alternate Modes Reduces Parking Needs
 - Walking / Biking Opportunities
 - Public Transit or Circulator Bus System

Austell Road Corridor LCI

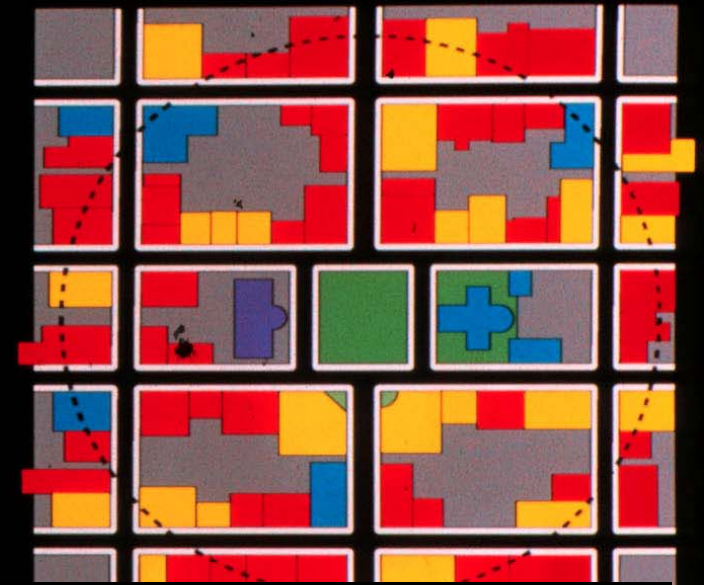
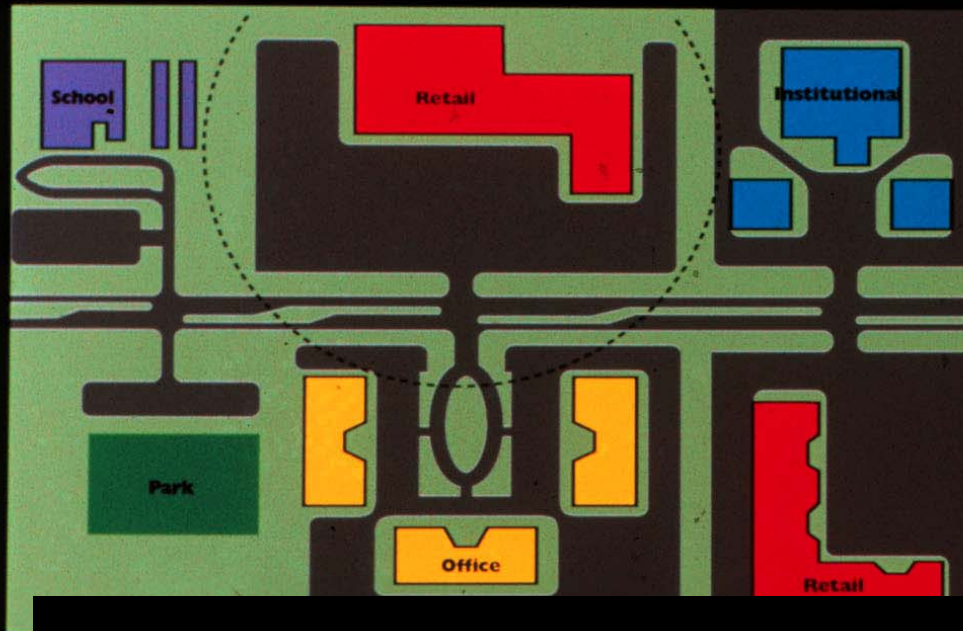
Parking Management Strategies



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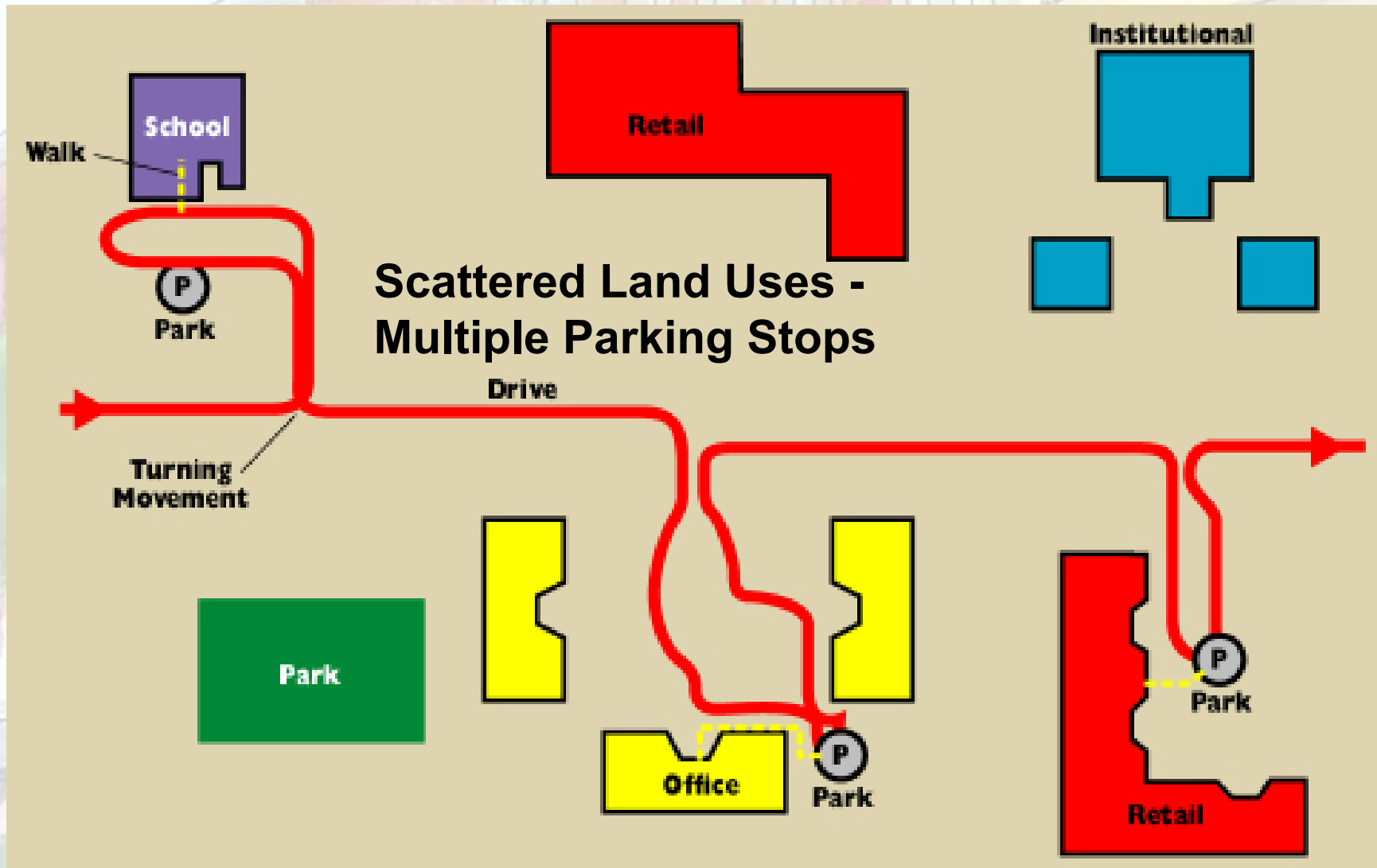
Urban Design Context

Creating a pedestrian-friendly Park Once Environment



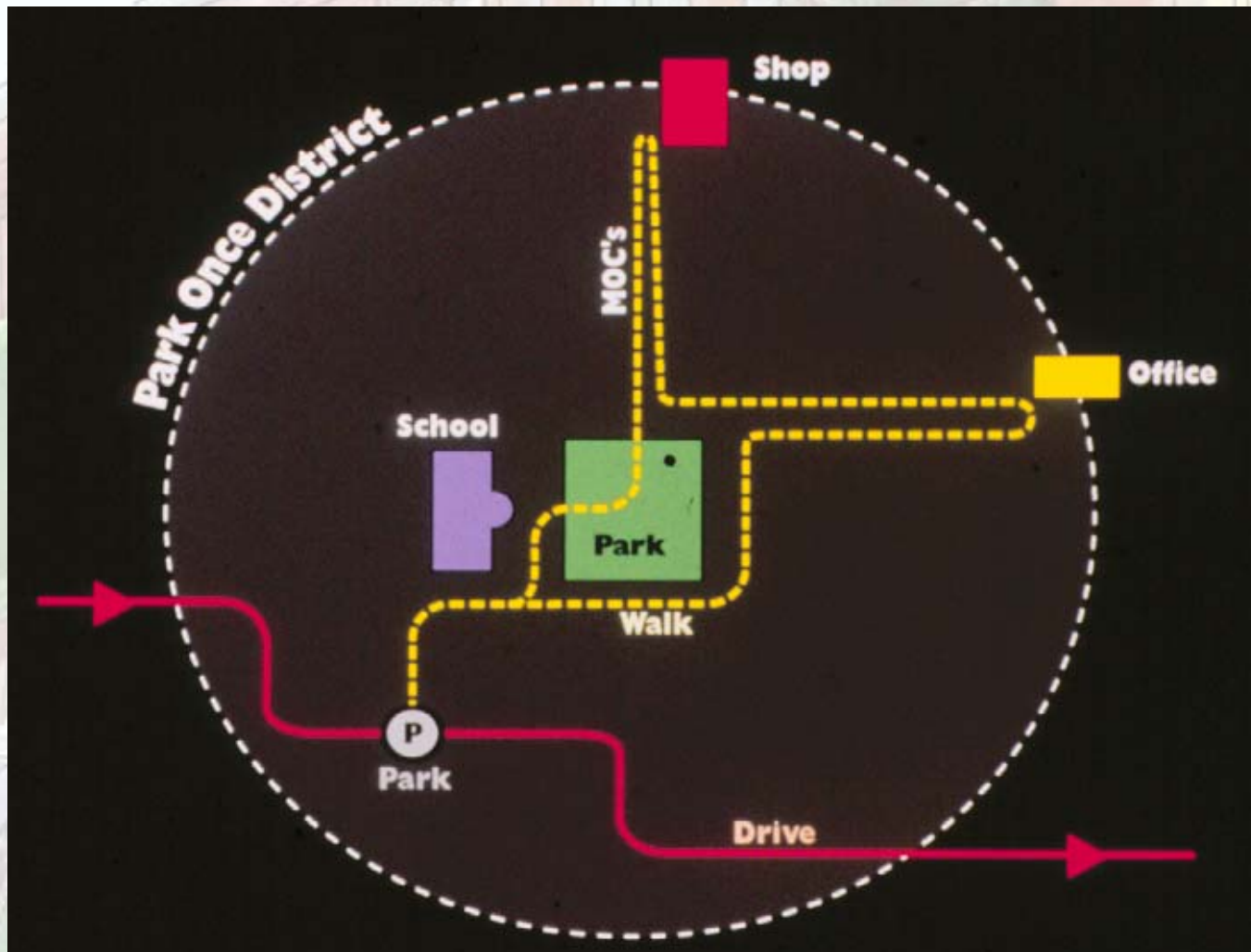
Typical Suburban Corridor

Local Trips in Conventional Suburban Development



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Mixed Use Development = Park Once
Reduces Need for Parking and Reduces Traffic

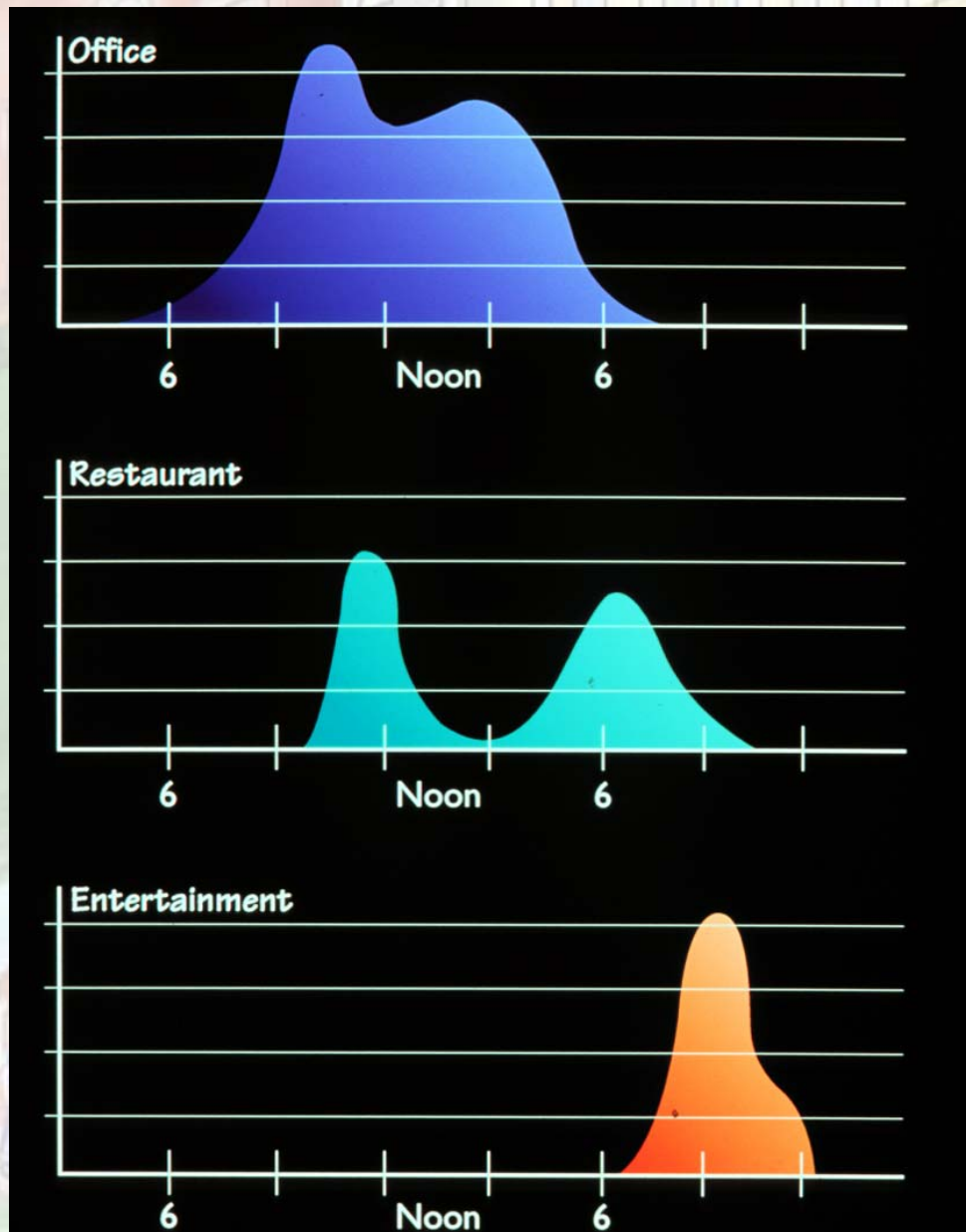


**Park Once
District=**
120 acres

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Different Land Uses

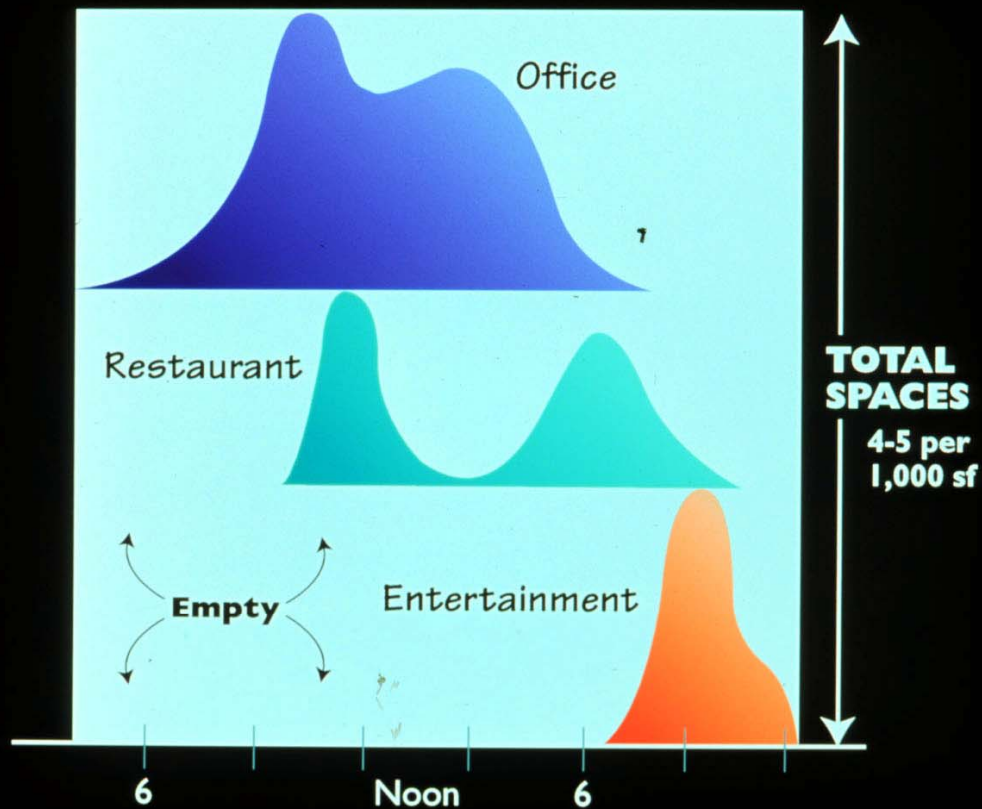
Different Peak Hour Parking Demands



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Exclusive Parking Lots

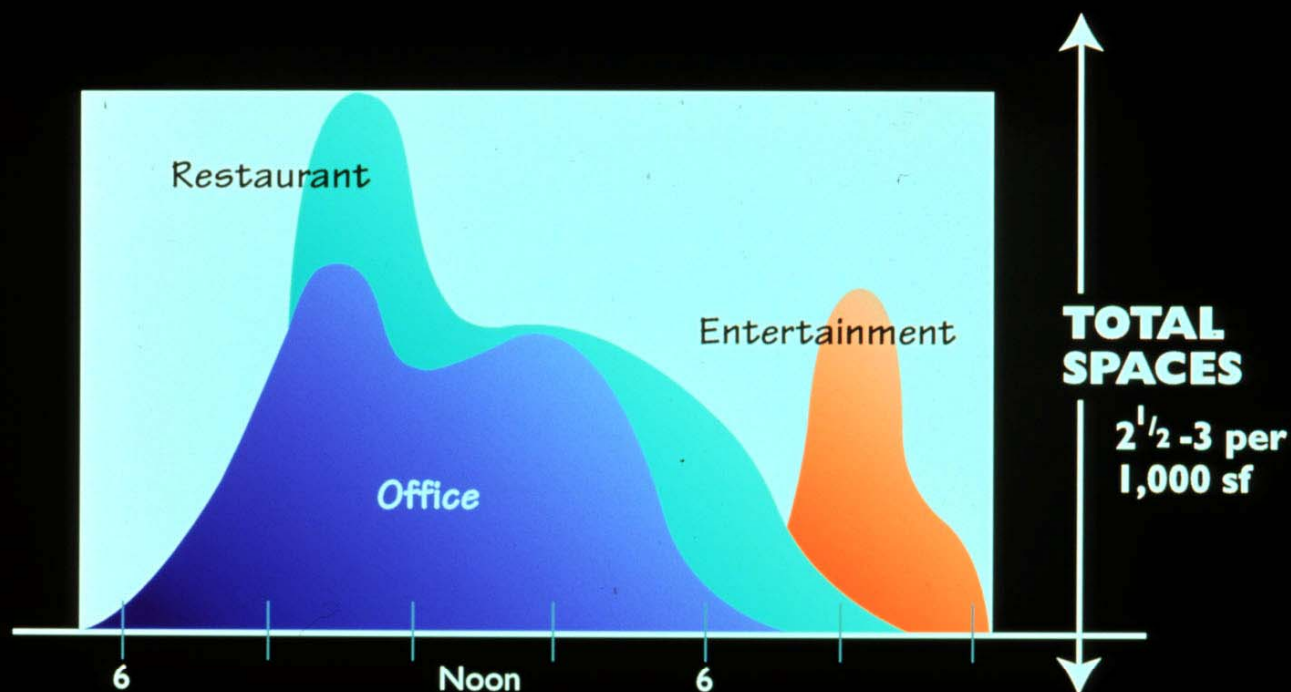
Duplicate Parking → Empty Spaces



Exclusive Parking

Shared Parking

Combines Peaks → Saves Spaces



20% Reduction in Required Parking Spaces

Fewer Parking Spaces means less pollution

Planning Process for Shared Parking

1. Establish Joint Development Program

- Residential uses
- Commercial uses
- Public/ Institutional uses

2. Change Zoning to Encourage Shared Parking

- Credit for Mixed Use Development
- Credit for Transit Accessibility

3. Encourage Walkability

- Discourage "Front Yard" Parking
- Encourage Street-level retail

5. Provide Transit

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QUESTIONS?

